



WXYZ

## ORDER

Print Date 09/14/12

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Flight Dates 10/16/12-10/22/12

DETROIT

<u>Contract / Revision</u>	<u>310729</u>	/	<u>377-MDSCC-SC</u>
<u>Original Date / Revision</u>	<u>09/12/12</u>	<u>09/12/12</u>	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	<b>Michigan Democratic State C</b>		<b>1322 G St, SE</b>
			<b>Washington, DC 20003</b>
<u>Agency</u>	<b>Three Point Media</b>		
<u>Buying Contact</u>		<u>Sales Office</u>	<u>EWSDC</u>
<b>1322 G St, SE</b>		<u>Sales Region</u>	<u>NAT</u>
<b>Washington, DC 20003</b>		<u>Agency Ref</u>	

Order Sep 00:20:00  
Estimate # **1603**  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes POL POL CAND  
Product Codes PL  
Priority FX  
Advertiser Ref

## Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	86	\$91,970.00	\$108,200.00	0.00	10/01/12	10/22/12	86	\$91,970.00	\$108,200.00
Totals	86	\$91,970.00	\$108,200.00	0.00					

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	86	\$91,970.00	\$108,200.00	0.00	10/01/12	10/22/12	86	\$91,970.00	\$108,200.00
Totals	86	\$91,970.00	\$108,200.00	0.00					



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Contract / Revision

310729

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/12/12 / 09/12/12

Order Sep 00:20:00

Advertiser Michigan Democratic State Product 377-MDSCC-SC

Estimate # 1603

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N 3	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$1,600.00			0.00					
N 4	WXYZ	10/20/12	10/20/12	Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Action News SAT 6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1	\$500.00			0.00					
N 5	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1	\$900.00			0.00					
N 6	WXYZ	10/20/12	10/20/12	Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
				Action News SAT 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1	\$900.00			0.00					
N 7	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
				GMA SUN 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$900.00			0.00					
N 8	WXYZ	10/21/12	10/21/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$900.00			0.00					
N 9	WXYZ	10/16/12	10/22/12	M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$800.00			0.00					
N 10	WXYZ	10/16/12	10/22/12	M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
				M-F 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$800.00			0.00					
N 11	WXYZ	10/16/12	10/22/12	M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				M-F 11a-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$1,000.00			0.00					
N 12	WXYZ	10/16/12	10/22/12	12-1pm	CM	12-1pm	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				M-F 12-1pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$1,000.00			0.00					
N 13	WXYZ	10/16/12	10/22/12	M-F 1p-2p	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
				The Chew											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$800.00			0.00					
N 14	WXYZ	10/16/12	10/22/12	M-F 4-5pm	CM	4-5pm M-F	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$1,200.00			0.00					
N 15	WXYZ	10/16/12	10/22/12	5p News	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$1,800.00			0.00					



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Contract / Revision**310729****Flight Dates 10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision

09/12/12 / 09/12/12

Order Sep 00:20:00Advertiser **Michigan Democratic State Product 377-MDSCC-SC**Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N15	WXYZ	10/16/12	10/22/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$1,800.00			0.00					
N16	WXYZ	10/16/12	10/22/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$2,000.00			0.00					
N17	WXYZ	10/16/12	10/22/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$2,000.00			0.00					
N18	WXYZ	10/20/12	10/20/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1	\$1,600.00			0.00					
N19	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$1,400.00			0.00					
N20	WXYZ	10/16/12	10/22/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11-----	:30	2	\$1.00	P-2	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11-----		2	\$4,000.00			0.00					
N21	WXYZ	10/17/12	10/22/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-1	11---	:30	3	\$750.00	FX	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	1- 11---		3	\$750.00			0.00					
N22	WXYZ	10/16/12	10/22/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--		5	\$400.00			0.00					
N23	WXYZ	10/20/12	10/20/12	SA 1130p-1230a SA 1130p-1230a	CM	12a-1a (12:00 XM-1:00 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1	\$250.00			0.00					
N24	WXYZ	10/20/12	10/20/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1	\$175.00			0.00					
N25	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n CM SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$1,000.00			0.00					
N26	WXYZ	10/21/12	10/21/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$250.00			0.00					
N27	WXYZ	10/21/12	10/21/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1	\$175.00			0.00					



WXYZ

Print Date: 09/14/12

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Contract / Revision**310729****Flight Dates 10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 09/12/12 / 09/12/12Order Sep 00:20:00Advertiser **Michigan Democratic State Product 377-MDSCC-SC**Estimate # **1603**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>			
													Spots	Amount		
N27	WXYZ	10/21/12	10/21/12	SU 1a-2a SU 1a-2a	CM	1am-2am	- - - - S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- - - - S		1	\$175.00			0.00						
N28	WXYZ	10/16/12	10/16/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm	Tuesday	- T - - -	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- T - - -		1	\$7,500.00			0.00						
N29	WXYZ	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	8-9pm	Friday	- - - F - -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- - - F - -		1	\$3,000.00			0.00						
N30	WXYZ	10/20/12	10/20/12	ABC Saturday Night Food ABC's Saturday Night Foc	FM	SA 8pm-1130pm	- - - S -	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- - - S -		1	\$3,000.00			0.00						
N31	WXYZ	10/21/12	10/21/12	Sunday Prime A Sunday Prime A	CM	7-8pm	Sunday	- - - S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	- - - S		1	\$4,000.00			0.00						

Totals 86 \$108,200.00